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Nutrition news letter



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FIRST QUARTER OF 1944 OVER-ALL FOOD SITUATION

On January 1, 1944, the Nutrition Programs Branch as a means of implementing its coordinating responsibility in connection with the National Nutrition Program instituted a plan for quarterly conferences of representatives of Government agencies cooperating in the National Nutrition Program. These conferences are designed to inform the cooperating agencies regarding the food situation for the next quarter and its relationship to the National Nutrition Program. High lights of the meeting follow; detailed reports are being sent to nutrition chairmen.

Norman Gold, Chief, Civilian Food Requirements Branch: "In 1944, as in 1943, food continues to be an offensive weapon. Even with further increases in production, direct war needs will press on our food supply. As a corollary that means that we, as civilians, cannot and should not count on increases in our total food supply, and we may have to take some cuts. This should not be considered an alarmist statement. For in 1944, we will continue to be very well-fed as a Nation. We will continue to take about 75 percent of all the food produced in this country. The food trades will continue to distribute about 90 million tons of food in domestic channels during 1944.

"Looking more closely to the first quarter of 1944, here is the situation with respect to civilian supplies. 1. Meat, poultry, and fish supplies, in the aggregate, should continue at approximately the same rate as in the last quarter of 1943, though there will be seasonal declines in poultry. 2. The dairy problems to be met in 1944 will continue to be difficult. Fluid milk, in the next 3 months, will be seasonally higher than last quarter, and we expect that there will be no lowering of the civilian supply of evaporated milk or cheese. 3. Citrus fruits and vegetables will increase seasonally compared with supplies in the last quarter of 1943, with particular improvement in the leafy green and yellow vegetables and Irish potatoes. Among the canned vegetables, the most abundant will be canned snap beans. 4. Among the table spreads, butter will continue to be in very tight supply, though margarine supplies available to civilians will be somewhat higher than in the last quarter of 1943. There will be sufficient peanut butter to meet consumers' demands and substantially increased supplies of citrus marmalade will to some extent offset the relative shortage of jams and jellies. 5. Supplies of beans, peas, and nuts will be below those of the last quarter of 1943. 6. There will be a substantial increase in the supplies of eggs available to consumers as compared with the previous 3 months. Looking more closely at the foods in relative abundance, the following should be stressed: 1. Eggs. 2. Grain products, including wheat and wheat products such as bread, oatmeal, soya flour, grits, rye breakfast food and bread. 3. Canned grapefruit juice and citrus marmalade. 4. Canned snap beans and in urban areas frozen vegetables, including frozen baked beans. 5. Irish potatoes and sweetpotatoes. 6. Still depending on weather, there is reason to believe that cabbage, snap beans, spinach, and kale will be generally available.

"On balance during the first quarter of 1944 it seems reasonable to conclude that on an average basis we will continue to meet or exceed the full nutritional requirements as established by the National Research Council for calories, proteins, iron, vitamin A, thiamine, niacin, and ascorbic acid. We will continue to be somewhat borderline in the case of calcium and riboflavin."

W. F. Straub, Chief, Rationing Division, OPA: "USDA says what to ration and when. OPA says how to ration. As yet not all the people understand the importance of rationing to our national welfare. Therefore, a continuous educational program is needed, especially in the rural areas. Ration tokens, out soon, will simplify rationing."

Roy F. Hendrickson, Director, FDA: "We must make a conscientious sacrifice of food for the war. As we win, relief and rehabilitation are vital ... feeding is cheaper than fighting. During 1944 the impact upon our food supply may be terrific. The adjustments we as civilians make will be very important. Food is vital for winning the peace."

Morse Salisbury, Director of Information, U. S. Department of Agriculture: "The Office of War Information, the War Food Administration, the Office of Price Administration working with the War Advertising Council have agreed that, in 1944, there will be only one Government food information program, Food Fights for Freedom. Virtually all of the 1943 food programs have been fitted logically into the Food Fights for Freedom program, which was devised to do three big jobs: 1. To provide a simple war theme for food - - Food Fights for Freedom. 2. To give the public the facts about our food situation. 3. To tell citizens what they can do about food and how to take each necessary action."

"Government agencies and the War Advertising Council have agreed on a schedule that gives maximum support to specific action objectives at different times of the year. During each period, emphasis will be placed on urging the public to take one specific action which will help our food problems."

"Specifically, the program for 1944 breaks down as follows: January, February, March. Keeping the Home Front Pledge. February 15 - April 15. Promotion of a no-point, low-point retail food store event. April and May. Growing more in '44. Plant or participate in a Victory Garden. Register with the U. S. Crop Corps. This phase to be started off with a 'Grow More in '44' Week, March 19-25. June, July, and August. Conserving food. September. Using our food most productively for health and strength. Plan and serve balanced meals built around the Basic 7. Use plentiful foods to stretch scarce foods and as alternates for scarce foods. Serve and eat healthful breakfasts and lunches. October, November, and December. Same as first period, with special tie-in with theme on Thanksgiving."

"During the first 3 months, all available media facilities and field staffs of OWI, OPA, and WFA will be used. Extensive radio support has been scheduled. Car card, 24-sheet and other poster facilities available to the Government will be utilized. A constant flow of news releases, cartoons, and other graphic material will be maintained. A one-reel movie short dramatizing the importance of food rationing and price observance will be shown in all movie theaters throughout the country. Materials for meetings, house organs, etc., will be provided to the citizen contact groups of all governmental agencies cooperating in the campaign."

H. W. Hochbaum, Extension Service: "Some 20 million gardens came through successfully in 1943 and produced some 8 million tons of food. Great as the results were in 1943, our needs in 1944 will be greater. Therefore, the goal of 22 million gardens has been set for this year. But to meet this goal we shall need close coordination between the many agencies who are promoting, developing, and directing garden effort. We shall also need larger gardens and more community plots in our urban and suburban areas; better garden practices and special references to keeping the gardens producing all summer long into the fall in order to get the maximum of vegetables for fresh and storage use." Plans for regional Victory Garden conferences were announced.

M. P. Driggs, OM&F: "As of December 28, rationing of pressure cookers has been completely lifted. On December 30, WFA announced the manufacture of approximately 400,000 pressure cookers for 1944. 100,000 of these cookers to be 14-quart capacity, the remainder 7-quart capacity."

Roy Murphy, FDA: "We hope the State Nutrition Committees will continue to cooperate with the school lunch program and to encourage its extension since the need for school lunches increases in wartime."

Ross A. Gortner, Jr., Associate Executive Secretary, National Research Council: "Recommended Dietary Allowances, first announced in May 1941, have been recently reconsidered and reaffirmed as being compatible with the weighted evidence to date. These Recommended Dietary Allowances have been adopted officially by the Governments of Canada and of Australia and are used extensively for guidance also by the Ministry of Food in England."

"The Board has reviewed the relative merits of vitamin A fortified margarine and butter. A report (Pamphlet 118, August 1943, by National Research Council) states . . . 'That when fortified margarine is used in place of butter as a source of fat in a mixed diet, no nutritional differences can be observed.' Fortified margarine is nutritionally a very satisfactory alternate for butter."

Dr. R. C. Sherwood, Civilian Food Requirements Branch, FDA: "The significant nutritional factor in this war is that we are paying much attention to the quality as well as to the quantity of the food we eat. In determining the food requirements for the civilian population, calculations are made of the content of all the more significant nutritive factors including proteins, fats, minerals, and vitamins. A specific example of an important nutritional program of national scope is the enrichment of flour and bread, as a most economical and equitable way of distributing these added nutrients. Stress should be increased in nutrition education programs upon the use of enriched flour and bread for home and institutional use."

Donald S. Payne, Soya Products Section, FDA: "During the coming quarter there will be more adequate domestic supplies of soya foods than ever before." Nutrition committees in their educational programs can give help by furthering the use of soya products.

H. C. Sherman, Chief, Bureau Human Nutrition and Home Economics: "The Bureau of Human Nutrition and Home Economics is engaged both in research and in the dissemination of information in whatever fields it works. The fields especially related to this program are, of course, food and nutrition. On the nutrition side, we are studying this very question of the larger use of more abundant foods. Our other main line of food research has to do with household methods of food preservation, both from the point of view of insuring that the food will keep and the best possible conservation of its nutritive values."

"May I take this occasion to give you a formally named principle - 'The Principle of Nutritional Flexibility.' Our best scientific knowledge would justify much larger than average use of such everyday foods as potatoes, bread, peanut butter, and canned grapefruit juice, whenever and wherever these foods are especially abundant."

Miss Jessie W. Harris, Nutrition Programs Branch: "Reports made at this conference have been focused upon the 132 million people living in local communities. In these communities members of the Nutrition Committees are the local leaders in whom the people have confidence, the teachers of home economics and agriculture, the lay leaders, the Red Cross nutritionists, the home demonstration agent, the county agricultural agent, and others. It is a job to be done cooperatively. Working together as we are, we can give help at the local level where the important work goes on."

Conferences on Home Food Preservation and on Community Canning were announced for January by H. W. Hochbaum, Extension Service, and Marcus Gordon, FDA, respectively. Reports of these conferences will be sent to Nutrition Committee Chairmen. Brief reports of their future program plans were presented by: Dr. R. S. Goodhart, Chief Industrial Feeding Programs Division, FDA; E. J. Rowell, Marketing Reports Division, FDA; Margaret Mead, Executive Secretary, Food Habits Committee, National Research Council; Ben James, Marketing Reports, FDA, and Dr. Walter Wilkins, United States Public Health Service.

Closing the meeting Paul H. Appleby, Under Secretary of Agriculture, discussed developments following the United Nations Conference on Food and Agriculture. Grover B. Hill, Assistant Administrator, War Food Administration, reemphasized the necessity for the best nutritional use of the Nation's food supply.

REORGANIZATION OF NUTRITION PROGRAMS BRANCH

Effective December 1, the Nutrition and Food Conservation Branch was reorganized as the Nutrition Programs Branch. Organization of the Nutrition Programs Branch was designed to facilitate its coordinating responsibilities in cooperation with State Nutrition Committees. The former plan of working through the FDA regional offices has been modified to establish a more direct relationship between the Washington office and the State Nutrition Committees. As soon as reorganization can be completed field consultants assigned to the Washington office will work directly with the State Nutrition Committees. A consultant will be assigned to an area coterminous with each of the five regions of the Food Distribution Administration. To assist with the program and the work of the State and local Nutrition Committees, personnel designated as Executive Secretaries have been made available to the State Nutrition Committees. These secretaries will assist the State Committees in meeting the needs of local committees who are cooperating in carrying out aspects of the War Food Program.

NEW MATERIALS (Samples Enclosed)

FAMILY FOOD PLANS FOR GOOD NUTRITION -- this pamphlet (AWI-78) is issued by the Bureau of Human Nutrition and Home Economics to supersede "3 Market Lists for Low-Cost Meals" and "Market Lists for Moderate-Cost and Liberal Meals," with consideration for wartime scarcities, rationing, and rising prices. For free copies write the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

NEW MATERIALS (Samples Not Enclosed)

SOYBEANS AND SOYBEAN PRODUCTS AS FOOD -- this publication (Misc. Pub. No. 543, U. S. Dept. of Agriculture) presents up-to-date material on this subject. For free copies write Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Sincerely yours,



Chief, Nutrition Programs Branch

Enclosure



Associate Chief, Nutrition Programs
Branch